AMENDMENTS TO THE CLAIMS

Please replace the pending claims with the following claim listing:

1-7. **(Canceled)**

8. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

means for obtaining programme-receiving audience profiles;

means for matching a given advertisement's target audience profile to a given programme-receiving audience profile;

means for broadcasting advertisements dependent upon target audience profiles and programme-receiving audience profiles; and

means for dictating ~~not only~~ that the broadcast of certain identical multiple advertisements shall be ~~broadcast but also that~~ initiated to at least two of the ~~certain~~ IP addresses within the programme-receiving audience ~~may receive one advertisement, whilst other IP addresses receive a different advertisement,~~ in at least one of the same respective advertisement slots, during the same broadcast;

wherein:

said means for obtaining programme-receiving audience profiles operate with means for interrogating set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;

said means for broadcasting advertisements operate with means for analysing viewer habits for particular IP addresses in order to generate a programme-receiving audience profile for at least one IP address; and

said means for broadcasting advertisements ~~transmits~~ initiates transmission of identical multiple advertisements to ~~a same~~ at least two target IP addresses for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements [[set]] at a value approaching zero so that those advertisements will expire before they

can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

9. **(Previously Presented)** A system according to claim 8, wherein the system collects data by using polling pulses and stores data for analysis in a data collector located remotely from the set top boxes.

10. **(Previously Presented)** A system according to claim 8, wherein the system uses a bank of advertising campaigns where advertising campaigns are classified by integrating numerically tagged segment codes.

11. **(Previously Presented)** A system according to claim 8, comprising a first server for obtaining programme-receiving profiles and at least a second server containing tagged advertisements.

12. **(Previously Presented)** A system according to claim 8, further comprising:

means for receiving the multiple advertisements from the means for broadcasting advertisements; and

a mechanism for controlling advertisements by allowing the play-out of only a portion of the multiple advertisements whilst the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements.

13. **(Previously Presented)** A system according to claim 8, wherein the system stores further information such as the program buyer profile, time of broadcast and nature of broadcast and utilises an interface between the audience profiles data stored and said further information to select appropriate advertisements.

14. **(Previously Presented)** A system according to claim 8, wherein the system further comprises means allowing the audience to interact during an advertisement, means which store data as part of the audience profile to record any such interaction and means which may be set to trigger the release of further similarly classified advertisements to the audience.

15. **(Previously Presented)** A system according to claim 8, wherein during a given broadcast with a plurality of advertisement breaks, the system is adapted to record for an individual audience the series of advertisements delivered during an initial break and then adjust the content of the following series of advertisements delivered during a subsequent break.

16. **(Previously Presented)** A system according to claim 8, wherein during a given broadcast on a given channel with a plurality of advertisement breaks, the system is adapted to record for an individual audience whether the viewer switches to another channel during the break and the system comprises means to calculate which channel he/she is likely to switch to and tailor the advertisement delivered to said most probable channel to correspond to the audience in question.

17. **(Previously Presented)** A system according to claim 8, wherein the information identified such as the audience profiles is stored remotely from the viewer/listener receiver units.

18. **(Previously Presented)** A system according to claim 8, wherein the programme-receiving audience profiles are based on an analysis of individual audience member`s viewing habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes.

19. **(Previously Presented)** A system according to claim 8, wherein the system uses a bank of advertising campaigns, the system being configured such that advertising campaign material and/or mainstream broadcast content can be collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve targeting and personalized delivery of content.

20. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

means for obtaining program-receiving audience profiles for a program-receiving audience;

means for interrogating set top boxes with individual IP addresses, the means for obtaining program-receiving audience profiles operating with the means for interrogating set top boxes with individual IP addresses to determine the nature of programs viewed by the program receiving audience for at least one IP address;

means for matching a given advertisement's target audience profile to a given program-receiving audience profile; and

means for broadcasting advertisements dependent upon target audience profiles and program-receiving audience profiles;

means for analyzing viewer habits for particular IP addresses, the means for broadcasting advertisements operating with the means for analyzing viewer habits for particular IP addresses to generate a program-receiving audience profile for at least one IP address; and

means for dictating that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the program-receiving audience ~~receive one advertisement, while other IP addresses receive a different advertisement~~ in at least one of the same respective advertisement slots, during the same broadcast;

wherein the means for broadcasting advertisements ~~transmits~~ initiates transmission of identical multiple advertisements to ~~a same~~ at least two target IP addresses for the same advertisement slot, each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements [[set]] at a value approaching zero so that the corresponding advertisements will expire before the advertisements can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the

advertisements played out at the other of the target IP addresses for the same advertisement slot.

21. **(Previously Presented)** A system according to claim 20, further comprising:

means for receiving the multiple advertisements from the means for broadcasting advertisements; and

a mechanism for allowing the play-out of only a portion of the multiple advertisements while the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements.

22. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

means for obtaining programme-receiving audience profiles;

means for matching a given advertisement's target audience profile to a given programme-receiving audience profile;

means for broadcasting advertisements dependent upon target audience profiles and programme-receiving audience profiles, the programme-receiving audience profiles being based on an analysis of individual audience member's viewing habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes; and

means for dictating ~~not only~~ that the broadcast of certain identical multiple advertisements shall be ~~broadcast but also that~~ initiated to at least two of the ~~certain~~ IP addresses within the programme-receiving audience ~~may receive one advertisement, whilst other IP addresses receive a different advertisement,~~ in at least one of the same respective advertisement slots, during the same broadcast;

wherein:

said means for obtaining programme-receiving audience profiles operate with means for interrogating set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;

said means for broadcasting advertisements operate with means for analysing viewer habits for particular IP addresses in order to generate a programme-receiving audience profile for at least one IP address; and

said means for broadcasting advertisements ~~transmits~~ initiates transmission of identical multiple advertisements to ~~a same~~ at least two target IP addresses for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements at a value approaching zero so that those advertisements will expire before they can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

23. **(Previously Presented)** A system according to claim 22, wherein the system uses a bank of advertising campaigns, the system being configured such that advertising campaign material and/or mainstream broadcast content can be collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve targeting and personalized delivery of content.